

**DURHAM CULTURAL ADVISORY BOARD**  
Durham Convention and Visitors Bureau Conference Room  
Wednesday, January 15, 2014, 3:15pm.

**Members Present:**

☒ Zoila Airall  
☒ Daniel Ellison  
☐ Sherry DeVries  
☐ Pamela Green  
☒ Mark Hough  
☒ Medina Johnson  
☐ Frank Konhaus  
☒ Renee Leverty  
☒ Ashley Mattheis  
☒ Cynthia Mebane-Watts  
☒ Chris Ogden  
☒ Lou Rollins

**OEWD Staff Present:**

☐ Grace Dzidzienyo  
☒ Peter Coyle

**Also present:**

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Chair Renee Leverty called the meeting to order at 3:20pm.

Dan Ellison moved to approve the December 18, 2013 Board meeting minutes. Cynthia Mebane-Watts seconded the motion. It passed unanimously, with corrections.

Mark Hough reported on the December 17 meeting of the Public Art Committee. He reported that the meeting included a discussion with Beth Timson of the City's Parks and Recreation Department concerning that department's request that the committee advise it judging the quality of art proposed for long-term temporary display in city parks. The committee agreed to be a resource for the Parks Department. The committee already has a responsibility for review of permanent additions of public art in the parks. The committee also reviewed a proposal by the Forest Hills Neighborhood Association that a sculpture on temporary loan to Forest Hills Park, by neighborhood resident Guy Solie, have its temporary installation extended for an indefinite period. The committee

recommended to the Parks and Recreation Department that the piece be accepted for long term loan.

Leverly suggested that the committee develop a written policy with regard to temporary art in the parks. Hough will raise the question with the committee.

Hough reported that the SmART Grant process is moving forward

Chris Ogden reported that Public Art Committee member Heather Gordon is looking at different software options for a website/app for a public art interactive inventory to be accessed by the public. He reported that the best software would cost \$15,000 and that there is also free software available. There will be a demonstration at a future Public Art Committee meeting. There was a good meeting with DCVB staff about its new marketing campaign and changes to its web site to take effect in July. The committee is looking for a partner for curation of the site and the ability to crowd source. It is possible that DCVB could host the site.

Ashley Mattheis reported that consultants have advised that a mobile web site would be the best alternative for a city of this size. She reported that the EverWondr, site maintained by DCVB, is getting low participation by artists and arts organizations. She will be getting EverWondr training. She suggested that the Board look at ways to encourage greater arts community use of EverWondr.

Dan Ellison reported that his Duke University service learning class will be collecting information on local arts organizations and is planning for a meeting of all Durham arts organizations in the spring of 2014. This may be a way to connect with groups about EverWondr.

Peter Coyle reported that the City Manager has approved \$10,000 in City funding, including the \$5,000 of Cultural Master Plan funds recommended by the Board. The City will be credited as the name sponsor for the purchase prize and will participate in the selection of the piece for the purchase prize. That piece will become City property, if accepted by the City Council.

Coyle reported that the Civil Rights mural project is continuing. The artist has been given approval by the City's General Services Department and the County staff for a recommendation to the City Council and County Commissioners that the back wall of the Convention center (facing Morris Street) be approved for the mural. The artist is waiting to hear if the owner of the building housing the TROSA store will approve that location before she makes a final decision.

Leverly reported that a discussion of the proposed RFP for temporary public art will be on the agenda for the Board retreat in February.

Lou Rollins reported that the Festivals Task Force met in December. A list provided by DCVB shows 80 festivals in Durham each year, of various types and sizes. The group also reviewed a white paper written several years ago by DDI regarding its

recommendations for how the City should handle festivals. The task force will develop a working definition of a “festival” for the board’s purposes and will use the January meeting to set goals for what the task force hopes to accomplish. Medina Johnson is working on a draft survey for festival organizers to determine their needs. Rollins reported that she may be able to provide a Duke student intern to work on the project during the spring 2014 semester.

Mebane-Watts reported that the next task force meeting will narrow the list of 80 festivals to separate true festivals from “special events.” The group has developed a draft proposed definition of a “festival” for its purposes.

Zoila Airall reported that the business leadership group met, with Coyle, Ellison, and Leverty joining her for the meeting to discuss ways to encourage greater cooperation and understanding between the arts and business communities. A list of potential needs by arts organizations and ways the arts community could assist businesses is being developed as a first step in the process. She suggested that groups like Rotary, Kiwanis, Lions Clubs, etc. be used to spread information to the business community and that a brief informational video be created. Airall and Ogden discussed ways that the students from the Center for Documentary Studies could be involved in the video project. Airall will talk to Michael Schoenfeld to see if Duke could assist with the costs.

Leverty Reported that, as a result of the survey of Board members, the Board retreat will be Wednesday, February 19, from 1:00 to 5:00 pm. Rollins suggested that the Duke University Federal Credit Union Conference room might be a good location. She will check on its availability.

Leverty discussed possible retreat agenda items, including:

- Defining success for the Board
- Concrete goals for each committee and task force
- The City administration’s expectations of the Board
- Discussion of the public art RFP
- A possible screening of aps
- A mission statement

Leverty and Coyle will aim to provide a draft of a temporary public art RFP prior to the retreat.

The meeting adjourned at 5:00pm

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